

Station	WPGH-TV PITTSBURGH, PA	Agency	( ) SRCP MEDIA	Rep Firm	
Advertiser	( ) POLITICAL		201 NORTH UNION ST, SUITE 200	Sales Office	( ) WASHINGTON
Product	TOM SMITH FOR SENATE		ALEXANDRIA, VA 22314	Salesperson	( ) KATHRYN SARDINSKY
Estimate#	259	Agency C/P1/P2/E	11/37/259		
Buyer	Betsy Vonderheid	Flight Dates	09/12/2012 - 09/17/2012	Salesperson Phone#	202-955-5342
Phone#		Hiatus Weeks		Salesperson FAX#	
Fax#					

\*\*\*\*\* Contract Coversheet \*\*\*\*\*

9/12 V.3

PREVT-1600:REVT-4700:TOT ADD-3100

SEE LN 2-4 FOR ADD TO SKED

PLS CF.

SEE LNS 1,2,3,4 FOR REVISIONS TO CLEAR - PLS CF -THANKS -KAT

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--- CONTRACT COMMENT ---

\*\*\*\*\*NONDISCRIMINATION\*\*\*\*\* PARAGRAPHS 49 AND 50 OF THE UNITED STATES FEDERAL COMMUNICATIONS COMMISSION'S REPORT AND ORDER NO. 07-217 PROVIDES THAT BROADCAST STATIONS' ADVERTISING CONTRACTS WILL NOT DISCRIMINATE ON THE BASIS OF RACE OR ETHNICITY, AND MUST CONTAIN NONDISCRIMINATION CLAUSES. CONSISTENT WITH THIS ORDER, KATZ COMMUNICATIONS, INC. (INCLUDING ANY SUBSIDIARY OR DIVISION OF KATZ) DOES NOT DISCRIMINATE IN ANY BROADCAST ADVERTISING CONTRACT ON THE BASIS OF RACE OR ETHNICITY AND EVALUATES, NEGOTIATES AND COMPLETES ITS BROADCAST ADVERTISING CONTRACTS WITHOUT REGARD TO RACE OR ETHNICITY.

Ln	Dates	Time	Program	Len	Rate	Day	Spots/Week	# of Weeks	Total Spots	Total Cost
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1	09/12-09/17	10P-11P	NEWS	:30	\$400.00	W-F,M	3	1	3	\$1,200.00
2	09/16-09/16	1P-4P	NFL	:30	\$2,000.00	SU	1	1	1	\$2,000.00
3	09/13-09/13	8P-9P	X-FACTOR	:30	\$2,500.00	TH	1	1	1	\$2,500.00
4	09/12-09/17	6P-630P	BIG BANG THEORY	:30	\$300.00	W-F,M	0	0	0	\$0.00

---REPORT TOTALS---

Report Totals: 5 / \$5,700.00

---SALES MONTHLY TOTALS---

Sep 12: 5 / \$5,700.00  
Sales Totals: 5 / \$5,700.00  
Station Totals: 5 / \$5,700.00  
Lines not sent/rcld/rtrn: 0 / \$0.00

---COMPETITIVE---

Market Totals	\$190,000	CABL	0%	KDKA	35%	UNKN	0%	WPCW	0%	WPGH	3%
		WPMY	0%	WPXI	40%	WTAE	22%				

---COMPETITIVE COMMENTS---

KD EST

Station

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( ) POLITICAL

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201 NORTH UNION ST, SUITE 200

ALEXANDRIA, VA 22314

Agency C/P1/P2/E

11/37/259

Flight Dates

09/12/2012 - 09/17/2012

Hiatus Weeks

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( ) WASHINGTON

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Books

null

Demos

RA35+